

**LISTING OF CLAIMS**

No claims are amended, canceled, or added by this paper. This Listing of Claims is provided for the convenience of the Examiner.

1. (Previously Presented) A method for providing an integrated electronic list of providers, comprising:

determining identities of at least one online provider of an item;

determining identities of at least one brick and mortar provider of the item;

integrating, by a first computer system, the identities of the at least one online provider with the identities of the at least one brick and mortar provider into an integrated list of providers of the item; and

transmitting the integrated list of providers of the item from the first computer system to a user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one brick and mortar provider in the provided integrated list.

2. (Canceled)

3. (Previously Presented) The apparatus of Claim 30, wherein the request for product information includes an indication of a requested product category.

4-6. (Canceled)

7. (Previously Presented) The method of Claim 26, wherein the comparison information includes price comparison information.

8. (Previously Presented) The method of Claim 26, wherein the comparison information includes rating comparison information.

9. (Canceled)

10. (Previously Presented) The method of Claim 26, wherein the comparison information includes availability comparison information.

11. (Previously Presented) The method of Claim 26, wherein the comparison information includes special promotion comparison information.

12. (Canceled)

13. (Canceled)

14. (Previously Presented) The method of Claim 1, further comprising: providing comparison information regarding at least two brick and mortar providers to the user device.

15-17. (Canceled)

18. (Previously Presented) The method of Claim 14, wherein the comparison information includes coupon-availability information.

19. (Previously Presented) The method of Claim 14, wherein the comparison information includes information related to a proximity to the at least two brick and mortar providers.

20. (Previously Presented) The method of Claim 14, wherein the comparison information includes directions to the at least two offline providers.

21. (Canceled)

22. (Previously Presented) A computer-readable storage medium having instructions stored thereon that, if executed by a computing device, cause the computing device to perform operations for providing an integrated electronic list of providers to a user device, the operations comprising:

determining identities of at least one online provider for an item;

determining identities of at least one brick and mortar provider for the item;

integrating the identities of the at least one online provider with the identities of the at least one offline provider into an integrated list; and

transmitting the integrated list of providers to the user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one physical provider in the provided integrated list.

23-25. (Canceled)

26. (Previously Presented) The method of claim 1, further comprising:

providing comparison information regarding the at least one online provider and the at least one brick and mortar provider to the user device.

27. (Previously Presented) The method of claim 26, wherein the comparison information includes:

user reviews;

electronic wallet comparison information;

return-policy comparison information;

in-store return and pickup policies of online purchase; and

promotions and coupon availability information.

28. (Previously Presented) The method of claim 1, further comprising:

determining whether a request for an integrated list is associated with a target geographical area; and

providing the integrated list based on the determination of whether the request for the integrated list is associated with the target geographical area.

29. (Previously Presented) The method of claim 1, further comprising:
  - determining whether a request for an integrated list is associated with a proximity to a target geographical location; and
  - providing the integrated list based on the determination of whether the request for the integrated list is associated with the proximity to the target geographical location.

30. (Previously Presented) An apparatus for providing an integrated electronic list of providers, comprising:

- a processor; and
- a memory that stores at least:
  - one control program usable by the processor to provide the integrated electronic list of providers, and wherein the apparatus is configured to:
    - receive a request for product information, the request including an indication of a product or a product category;
    - determine an identity of an online provider of the product or of products from the product category;
    - determine an identity of a brick and mortar provider of the product or of products from the product category;
    - integrate the determined identity of the online provider with the determined identity of the brick and mortar provider into an integrated list of providers; and
    - transmit the integrated list of providers to a user device, wherein, in the provided integrated list, the determined identity of the online provider is distinguished from the determined identity of the brick and mortar provider.

31. (Previously Presented) An apparatus for providing an integrated electronic list of providers, comprising:

- means for determining identities of at least one online provider of an item;

means for determining identities of at least one brick and mortar provider of the item;

means for integrating, by a first computer system, the identities of the at least one online provider with the identities of the at least one brick and mortar provider into an integrated list of providers of the item; and

means for transmitting the integrated list of providers of the item from the first computer system to a user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one brick and mortar provider in the provided integrated list.